

This listing of claims will replace all prior versions, and listings, of claims in the application:

- 1 Claim 1 (currently amended): A method for ~~comparing~~  
2 facilitating the comparison of different ad landing pages, the  
3 method comprising:
  - 4 a) for an ad to be served, automatically selecting one of  
5 a plurality of candidate ad landing pages;
  - 6 b) automatically assembling the ad to include a link to  
7 the selected ad landing page;
  - 8 c) serving the assembled ad; and
  - 9 d) tracking, ~~on a per ad landing page basis,~~ a performance  
10 of the ad in combination with the automatically selected ad  
11 landing page.
- 1 Claim 2 (currently amended): The method of claim 1 wherein the  
2 act of automatically selecting one of a plurality of candidate  
3 ad landing pages is performed in a round-robin manner.
- 1 Claim 3 (currently amended): The method of claim 1 wherein the  
2 act of automatically selecting one of a plurality of candidate  
3 ad landing pages is performed using a random selection function.
- 1 Claim 4 (currently amended): The method of claim 1 wherein the  
2 performance of the ad in combination with the automatically  
3 selected ad landing page tracked is at least one of conversion  
4 per impression performance, conversion per selection  
5 performance, sales per ad selection, sales per ad impression,  
6 earnings per ad selection, and earnings per ad impression.
- 1 Claim 5 (currently amended): The method of claim 1 further  
2 comprising:

3           e) determining whether or not to automatically designate  
4           one of the plurality of candidate ad landing pages using a  
5           comparison of their respective performance and an  
6           auto-designation policy; and  
7           f) automatically designating the one of the plurality of  
8           candidate ad landing pages if it was determined to  
9           designate it.

1       Claim 6 (currently amended): The method of claim 5 wherein the  
2       performance of the ad in combination with the automatically  
3       selected ad landing page tracked is at least one of conversion  
4       per impression performance, conversion per selection  
5       performance, sales per ad selection, sales per ad impression,  
6       earnings per ad selection, and earnings per ad impression.

1       Claim 7 (currently amended): The method of claim 1 further  
2       comprising:

3           e) accepting a request for performance information of the  
4           ad; and  
5           f) providing the per landing page performance information  
6           of the ad for each of the plurality of candidate ad landing  
7           pages with which the ad was served to the requester.

1       Claim 8 (currently amended): The method of claim 7 wherein the  
2       per landing page performance information of the ad provided for  
3       each of the plurality of candidate ad landing pages with which  
4       the ad was served, is at least one of conversion per impression  
5       performance, conversion per selection performance, sales per ad  
6       selection, sales per ad impression, earnings per ad selection,  
7       and earnings per ad impression.

1 Claim 9 (currently amended): The method of claim 1 further  
2 comprising:

3 e) accepting a manual ad landing page designation  
4 instruction; and  
5 f) designating one of the plurality of candidate ad  
6 landing pages using the manual ad landing page designation  
7 instruction.

1 Claim 10 (currently amended): The method of claim 9 wherein  
2 the performance of the ad in combination with the automatically  
3 selected ad landing page tracked is at least one of conversion  
4 per impression performance, conversion per selection  
5 performance, sales per ad selection, sales per ad impression,  
6 earnings per ad selection, and earnings per ad impression.

1 Claim 11 (currently amended): The method of claim 1 further  
2 comprising:

3 e) normalizing the per ad landing page ad performance of  
4 the ad in combination with the automatically selected ad  
5 landing page to remove ad landing page independent factors  
6 that may influence the ad performance.

1 Claim 12 (original): The method of claim 1 wherein the  
2 plurality of candidate ad landing pages are different in at  
3 least one of the following (A) different information, (B)  
4 different products offered for sale, (C) different services  
5 offered for sale, (D) different product prices, (E) different  
6 service prices, (F) different formatting, and (G) different  
7 shipping charges.

1 Claim 13 (currently amended): A method for ~~comparing~~  
2 facilitating the comparison of different {ad landing page, ad  
3 creative} combinations, the method comprising:  
4 a) for an ad to be served, automatically selecting one of  
5 a plurality of candidate {ad landing page, ad creative}  
6 combinations, at least some of the combinations including  
7 different ad landing pages;  
8 b) automatically assembling the ad to include the selected  
9 ad creative and the selected ad landing page of the  
10 selected {ad landing page, ad creative} combination;  
11 c) serving the assembled ad; and  
12 d) tracking, ~~on a per {ad landing page, ad creative}~~  
13 ~~combination basis,~~ a performance of the ad in combination  
14 with the automatically selected {ad landing page, ad  
15 creative} combinations.

1 Claim 14 (currently amended): The method of claim 13 wherein  
2 the performance of the ad in combination with the automatically  
3 selected {ad landing page, ad creative} combinations tracked is  
4 at least one of conversion performance, sales per ad selection,  
5 sales per ad impression, earnings per ad selection, and earnings  
6 per ad impression.

1 Claim 15 (original): The method of claim 13 wherein the  
2 plurality of candidate ad landing pages are different in at  
3 least one of the following (A) different information, (B)  
4 different products offered for sale, (C) different services  
5 offered for sale, (D) different product prices, (E) different  
6 service prices, (F) different formatting, and (G) different  
7 shipping charges.

1 Claim 16 (currently amended): A method for ~~comparing~~  
2 facilitating the comparison of different {ad landing page, ad  
3 serving criteria} combinations, the method comprising:

- 4 a) for an ad to be served, automatically selecting one of  
5 a plurality of candidate {ad landing page, ad serving  
6 criteria} combinations, at least some of the combinations  
7 including different ad landing pages;
- 8 b) automatically assembling the ad to include the selected  
9 ad landing page of the selected {ad landing page, ad  
10 serving criteria} combination;
- 11 c) serving the assembled ad; and
- 12 d) tracking, ~~on a per {ad landing page, ad serving~~  
13 ~~criteria} combination basis,~~ a performance of the ad in  
14 combination with the automatically selected {ad landing  
15 page, ad serving criteria} combination.

1 Claim 17 (currently amended): The method of claim 16 wherein  
2 the performance of the ad in combination with the automatically  
3 selected {ad landing page, ad serving criteria} combination  
4 tracked is at least one of conversion performance, sales per ad  
5 selection, sales per ad impression, earnings per ad selection,  
6 and earnings per ad impression.

1 Claim 18 (original): The method of claim 16 wherein the  
2 plurality of candidate ad landing pages are different in at  
3 least one of the following (A) different information, (B)  
4 different products offered for sale, (C) different services  
5 offered for sale, (D) different product prices, (E) different  
6 service prices, (F) different formatting, and (G) different  
7 shipping charges.

1 Claim 19 (currently amended): A method for ~~comparing~~  
2 facilitating the comparison of different types of ad landing  
3 pages, the method comprising:  
4 a) for an ad to be served, automatically selecting one of  
5 a plurality of candidate ad landing pages, wherein each of  
6 the plurality of candidate ad landing pages has a different  
7 type;  
8 b) automatically assembling the ad to include the selected  
9 ad landing page;  
10 c) serving the assembled ad; and  
11 d) tracking, ~~on a per ad landing page type basis,~~ a  
12 performance of a set of ads in combination with the type of  
13 automatically selected ad landing page.

1 Claim 20 (original): The method of claim 19 wherein the  
2 different types of ad landing pages have different formatting  
3 styles.

Claims 21-27 (canceled)

1 Claim 28 (currently amended): Apparatus for ~~comparing~~  
2 facilitating the comparison of different ad landing pages, the  
3 apparatus comprising:  
4 a) means for automatically selecting one of a plurality of  
5 candidate ad landing pages for an ad to be served;  
6 b) means for automatically assembling the ad to include a  
7 link to the selected ad landing page;  
8 c) means for serving the assembled ad; and  
9 d) means for tracking, ~~on a per ad landing page basis,~~ a  
10 performance of the ad in combination with the automatically  
11 selected ad landing page.

1 Claim 29 (currently amended): The apparatus of claim 28 wherein  
2 the means for automatically selecting one of a plurality of  
3 candidate ad landing pages performs the selection in a  
4 round-robin manner.

1 Claim 30 (currently amended): The apparatus of claim 28 wherein  
2 the means for automatically selecting one of a plurality of  
3 candidate ad landing pages performs the selection using a random  
4 selection function.

1 Claim 31 (currently amended): The apparatus of claim 28  
2 wherein the performance of the ad in combination with the  
3 automatically selected ad landing page tracked is at least one  
4 of conversion per impression performance, conversion per  
5 selection performance, sales per ad selection, sales per ad  
6 impression, earnings per ad selection, and earnings per ad  
7 impression.

1 Claim 32 (currently amended): The apparatus of claim 28 further  
2 comprising:

3 e) means for determining whether or not to automatically  
4 designate one of the plurality of candidate ad landing  
5 pages using a comparison of their respective performance  
6 and an auto-designation policy; and  
7 f) means for automatically designating the one of the  
8 plurality of candidate ad landing pages if it was  
9 determined to designate it.

1 Claim 33 (currently amended): The apparatus of claim 32  
2 wherein the performance of the ad in combination with the  
3 automatically selected ad landing page tracked is at least one  
4 of conversion per impression performance, conversion per

5 selection performance, sales per ad selection, sales per ad  
6 impression, earnings per ad selection, and earnings per ad  
7 impression.

1 Claim 34 (currently amended): The apparatus of claim 28 further  
2 comprising:

3 e) means for accepting a request for performance  
4 information of the ad; and  
5 f) means for providing the ~~per landing page~~ performance  
6 information of the ad for each of the plurality of  
7 candidate ad landing pages with which the ad was served to  
8 the requester.

1 Claim 35 (currently amended): The apparatus of claim 34  
2 wherein the ~~per landing page~~ performance information of the ad  
3 provided for each of the plurality of candidate ad landing pages  
4 with which the ad was served, is at least one of conversion per  
5 impression performance, conversion per selection performance,  
6 sales per ad selection, sales per ad impression, earnings per ad  
7 selection, and earnings per ad impression.

1 Claim 36 (currently amended): The apparatus of claim 28 34  
2 further comprising:

3 e) g) means for accepting a manual ad landing page  
4 designation instruction; and  
5 f) h) means for designating one of the plurality of  
6 candidate ad landing pages using the manual ad landing page  
7 designation instruction.

1 Claim 37 (currently amended): The apparatus of claim 36  
2 wherein the performance of the ad in combination with the  
3 automatically selected ad landing page tracked is at least one

4 of conversion per impression performance, conversion per  
5 selection performance, sales per ad selection, sales per ad  
6 impression; earnings per ad selection, and earnings per ad  
7 impression.

1 Claim 38 (currently amended): The apparatus of claim 28 further  
2 comprising:

3 e) means for normalizing the ~~per ad landing page ad~~  
4 ~~performance of the ad in combination with the automatically~~  
5 ~~selected ad landing page~~ to remove ad landing page  
6 independent factors that may influence the ad performance.

1 Claim 39 (original): The apparatus of claim 28 wherein the  
2 plurality of candidate ad landing pages are different in at  
3 least one of the following (A) different information, (B)  
4 different products offered for sale, (C) different services  
5 offered for sale, (D) different product prices, (E) different  
6 service prices, (F) different formatting, and (G) different  
7 shipping charges.

1 Claim 40 (currently amended): Apparatus for ~~comparing~~  
2 facilitating the comparison of different {ad landing page, ad  
3 creative} combinations, the apparatus comprising:

4 a) means for automatically selecting one of a plurality of  
5 candidate {ad landing page, ad creative} combinations for  
6 an ad to be served, at least some of the combinations  
7 including different ad landing pages;  
8 b) means for automatically assembling the ad to include  
9 the selected ad creative and the selected ad landing page  
10 of the selected {ad landing page, ad creative} combination;  
11 c) means for serving the assembled ad; and

12 d) means for tracking, on a per {ad landing page, ad  
13 creative} combination basis, a performance of the ad in  
14 combination with the automatically selected {ad landing  
15 page, ad creative} combinations.

1 Claim 41 (currently amended): The apparatus of claim 40 wherein  
2 the performance of the ad in combination with the automatically  
3 selected {ad landing page, ad creative} combinations tracked is  
4 at least one of conversion performance, sales per ad selection,  
5 sales per ad impression, earnings per ad selection, and earnings  
6 per ad impression.

1 Claim 42 (original): The apparatus of claim 40 wherein the  
2 plurality of candidate ad landing pages are different in at  
3 least one of the following (A) different information, (B)  
4 different products offered for sale, (C) different services  
5 offered for sale, (D) different product prices, (E) different  
6 service prices, (F) different formatting, and (G) different  
7 shipping charges.

1 Claim 43 (currently amended): Apparatus for comparing  
2 facilitating the comparison of different {ad landing page, ad  
3 serving criteria} combinations, the apparatus comprising:

- 4 a) means for automatically selecting one of a plurality of  
5 candidate {ad landing page, ad serving criteria}  
6 combinations for an ad to be served, at least some of the  
7 combinations including different ad landing pages;
- 8 b) means for automatically assembling the ad to include  
9 the selected ad landing page of the selected {ad landing  
10 page, ad serving criteria} combination;
- 11 c) means for serving the assembled ad; and

12 d) means for tracking, on a per {ad landing page, ad  
13 serving criteria} combination basis, a performance of the  
14 ad in combination with the automatically selected {ad  
15 landing page, ad serving criteria} combination.

1 Claim 44 (currently amended): The apparatus of claim 43 wherein  
2 the performance of the ad in combination with the automatically  
3 selected {ad landing page, ad serving criteria} combination  
4 tracked is at least one of conversion performance, sales per ad  
5 selection, sales per ad impression, earnings per ad selection,  
6 and earnings per ad impression.

1 Claim 45 (original): The apparatus of claim 43 wherein the  
2 plurality of candidate ad landing pages are different in at  
3 least one of the following (A) different information, (B)  
4 different products offered for sale, (C) different services  
5 offered for sale, (D) different product prices, (E) different  
6 service prices, (F) different formatting, and (G) different  
7 shipping charges.

1 Claim 46 (currently amended): Apparatus for comparing  
2 facilitating the comparison of different types of ad landing  
3 pages, the apparatus comprising:

- 4 a) means for automatically selecting one of a plurality of  
5 candidate ad landing pages, wherein each of the plurality  
6 of candidate ad landing pages has a different type, for an  
7 ad to be served;
- 8 b) means for automatically assembling the ad to include  
9 the selected ad landing page;
- 10 c) means for serving the assembled ad; and

11       d) means for tracking, ~~on a per ad landing page type~~  
12       basis, a performance of a set of ads in combination with  
13       the type of the automatically selected ad landing page.

1       Claim 47 (original): The apparatus of claim 46 wherein the  
2       different types of ad landing pages have different formatting  
3       styles.

Claims 48-54 (canceled)

1       Claim 55 (new): A method for facilitating the comparison of at  
2       least two different ad landing pages, the method comprising:

- 3       a) for an ad to be served at a first time
  - 4           i) automatically selecting a first ad landing page
  - 5           from a plurality of candidate ad landing pages, and
  - 6           ii) serving an instance of the ad with a link to the
  - 7           first ad landing page;
- 8       b) for the ad to be served a second time
  - 9           i) automatically selecting a second ad landing
  - 10          page, different from the previously selected first ad
  - 11          landing page, from the plurality of candidate ad
  - 12          landing pages, and
  - 13           ii) serving an instance of the ad with a link to the
  - 14           second ad landing page;
- 15       c) tracking the performance of instances of the ad having a
- 16          link to the first ad landing page; and
- 17       d) tracking the performance of instances of the ad having a
- 18          link to the second ad landing page.

1       Claim 56 (new): Apparatus for facilitating the comparison of at  
2       least two different ad landing pages, the apparatus comprising:  
3       a) means for automatically selecting

- 4                   i) for an ad to be served at a first time, a first ad
- 5                    landing page from a plurality of candidate ad landing
- 6                    pages, and
- 7                   ii) for the ad to be served a second time, a second ad
- 8                    landing page, different from the previously selected
- 9                    first ad landing page, from the plurality of candidate
- 10                  ad landing pages;
- 11                  b) means for serving
  - 12                   i) an instance of the ad with a link to the first ad
  - 13                    landing page, and
  - 14                   ii) an instance of the ad with a link to the second
  - 15                    ad landing page; and
- 16                  c) means for separately tracking the performance of
  - 17                   i) instances of the ad having a link to the first ad
  - 18                    landing page, and
  - 19                   ii) instances of the ad having a link to the second
  - 20                    ad landing page.